Executive summary

The present document gives an overview of the latest achievements since the previous session of the Executive Council (Punta Cana, Dominican Republic, May 2023).

Annex I presents the latest updates on UNWTO on the ground, Annex II is the report of the Committee on Online Education, and Annex III presents an overview of the use of the logo and emblem of the Organization, for the Council’s authorization.
DRAFT DECISION¹

Agenda item 3(a)
Implementation of the General Programme of Work
(document CE/119/3(a))

The Executive Council,

Having examined the report of the Secretary-General on the Programme of Work and its different annexes,

1. Takes note of the activities implemented and progress achieved;

2. Authorizes the use of the UNWTO logo, as listed in Annex III; and

Having read Annex II on the 5th Session of the Technical Committee on Tourism Online Education,

3. Thanks the members of the Committee for their insights.

¹This is a draft decision. For the final decision adopted by the Council, please refer to the Decisions document issued at the end of the session.
I. Introduction

1. At its 24th session in Madrid, Spain, the UNWTO General Assembly approved the Organization’s Programme of Work for the biennium 2022-2023.

2. The present document gives an overview of the implementation of the main lines of work and of the major achievements since the last report presented at the Executive Council at its last session in Punta Cana, Dominican Republic, on 16-18 May 2023.

II. Implementation of the Programme of Work – Report on recent activities

3. The present part gives a brief overview of the main lines of work and achievements since April 2023 or so, as presented in report CE/118/3(b) rev.2.

4. Annex I presents the latest updates on UNWTO on the ground, Annex II is the report of the Committee on Online Education, Annex III presents an overview of the use of the logo and emblem of the Organization, for the Council’s authorization.

A. Strategic objectives

**Strong coordination. Effective policy guidance and new partnerships**

5. In the face of an unprecedented crisis and against a backdrop of heightened uncertainty, multilateralism is more essential than ever. UNWTO needs to continue leading in the coordination of international efforts to support the sector’s recovery and transformation.

6. **Tourism in the G20**: UNWTO has developed with the G20 economies a roadmap for making tourism a central pillar of the 2030 Agenda for Sustainable Development. As the knowledge partner of India’s G20 Presidency, UNWTO delivered the *Goa Roadmap for Tourism as a Vehicle for Achieving the Sustainable Development Goals* at the meeting of the Ministers of Tourism of the world’s leading economies. More on [G20](#).

7. In the framework of the 2023 High-Level Political Forum (HLPF) on Sustainable Development, the Ministry of Tourism and Sport of the Republic of Croatia in collaboration with the World Tourism Organization (UNWTO) with the support of the Ministry of Tourism of India, Chair of the G20 Tourism Working Group, jointly organized an official side event entitled *Economic, Social, and Environmental Sustainability in Tourism* to showcase how partnerships across multilateral, public, private, and academic sectors can actively contribute to the fulfilment of tourism’s potential in achieving the Sustainable Development Goals (SDGs). The side event highlighted the importance of aligning the tourism sector with the principles of sustainable development by embracing a sustainable, low-carbon, and socially inclusive path, the sector can contribute to the well-being of people, the planet, and prosperity.

8. In an historic first, the world’s two leading Travel & Tourism organizations representing the global public and private sectors agreed to work together across a number of key objectives. The Memorandum of Understanding, signed by the World Travel & Tourism Council (WTTC) and UNWTO at the G20 Ministerial meeting (Goa, India), focused on advancing public-private sector cooperation at the global level whilst promoting job creation, talent development and business opportunities around the world. More information.

9. In response to [UN resolution 76/201](#) Sustainable tourism and sustainable development in Central America, in July 2023 the UNWTO Secretariat submitted to the 78th session of the UN General Assembly (UNGA 78) a new report providing an update on new developments and advances made on these issues since the previous 2021 report (A/76/217). The report, submitted biennially, is based, among other sources, on the responses received from Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and Panama to the request for updates made by UNWTO in early 2023 to monitor the implementation of resolution 76/201. The UNWTO Secretariat will continue providing support to the Member States in the negotiation of the related
zero-draft resolution, scheduled to take place in October 2023, under the Second Committee of the UNGA in New York.

10. Within the framework of the **Nature Positive Tourism Partnership (NPTP)** launched by UNWTO jointly with the World Travel & Tourism Council (WTTC) and the Sustainable Hospitality Alliance (SHA), the UNWTO Secretariat is in the process of collecting Member States’ best practices on nature positive tourism, showcasing positive actions and practical advances made by countries to protect biodiversity and build back nature. The initiative shall contribute to advise the NPTP on how the Travel & Tourism industry should contribute to the Goals of the Kunming-Montreal Global Biodiversity Framework to halt and reverse biodiversity loss by 2030 and to realize its full potential as a “Guardian of Nature”.

11. UNWTO will be hosting an official high-level side-event during the upcoming **UNFCCC COP28** taking place in the United Arab Emirates in December 2023 with the title “Tourism United for Climate Action – Delivering on the Commitments of the Glasgow Declaration”. During the event, policy makers and private sector representatives will discuss the implementation of the Glasgow Declaration, including the integration of climate action in tourism policies, tourism in Nationally Determined Contributions (NDCs), emissions measurement and reduction, regenerative approaches and innovative financing.

12. For the first time, UNWTO was included in the Youth 2030 Progress Report, released in July 2023, joining 131 UN Country teams and 43 other UN entities. The report is a comprehensive overview of the progress in implementation of Youth2030, the UN Youth Strategy.

13. Reflecting UNWTO’s focus on harnessing the power of public-private partnerships, the newly signed Memorandum of Understanding with Alpitour World, will see the two organizations work together around shared strategic goals. In this context, the two organizations will particularly focus on supporting innovators and driving forward the digital transformation of the sector.

14. **International Code for the Protection of Tourists** (ICPT)\(^2\) is a comprehensive set of principles and recommendations on the protection of tourists in emergency situations.\(^3\) Member States of both UNWTO and the United Nations are once again encouraged to adhere to the ICPT through a formal notification and to integrate its non-binding recommendations into their relevant policies, legislation and regulations, as well as to report to the Secretary-General on its application within their country with a view to sharing knowledge, experiences and best practices.\(^4\) To date, fifteen Member States have adhered to the ICPT (list). As part of the promotional strategy of the ICPT, the Secretariat has undertaken a number of activities aimed at the dissemination of the Code at global and regional level including, among others, the holding of an “International Conference on the ICPT” in Cambodia in the framework of the 35th Joint Meeting of the UNWTO Commission for East Asia and the Pacific & the UNWTO Commission for South Asia, the holding of a signing ceremony in Ecuador in the framework of the 68th Regional Commission for the Americas and participation in a number of academic conferences on Tourism Law and Consumer Protection Law.\(^5\)

15. **Tourism and Law activities.** In the framework of the 68th Regional Commission for the Americas in Quito, Ecuador, the Secretariat announced the establishment of the first “Observatory on Tourism Law for Latin America and the Caribbean”, jointly with the Interamerican Development Bank (IDB) and with the support of a network of individual experts and academic collaborators, aimed at monitoring and analysing the status of tourism law and regulations and fostering harmonization and unification of Tourism Law at regional level through a variety of services and materials for the Member States, including an up-to-date

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\(^2\) The ICPT is available as a fully-fledged publication in all official languages of UNWTO.

\(^3\) Adopted by resolution 732 (XXIV) of the General Assembly at its 24th session held in Madrid, Spain, from 30 November to 3 December 2021.

\(^4\) Interested Member States may consult the Guidelines for the Adherence to the ICPT summarizing the steps by which States may adhere to the ICPT fully or partially thorough a formal notification of adherence and subsequently, submit the ICPT to the attention of the competent national authorities for consideration. Model notifications of Full and Partial adherence are available on the UNWTO website.

\(^5\) Academic conferences include, among others, the conference « 20 ans du droit du tourisme et des transports » at la Sorbonne University in Paris and the WALA XIII Airport Law Conference of the Worldwide Airports Lawyers Association (WALA) in Paris.
legislative database on Tourism Law, publications, seminars, recommendations, good practices and model laws.

**Diversification of services to Members and expansion of membership, crisis, recovery and resilience**

16. The UNWTO Secretariat is expanding its portfolio of services to better adapt to the new situation and better prepare for the future.

17. **Attraction of non-member States:** Please consult Part A of the report A/25/7(a): Membership status

18. **Quality-oriented expansion of the Affiliate Membership:** Please consult Part B of the report A/25/7(a): Membership status

**B. Programmatic priorities**

**Invest in people: human capital, education and jobs**

19. In order to support proper development and to achieve tourism sector competitiveness and sustainability, UNWTO Member States need the right tourism human capital base that meets current and future market demands.

20. During the last session of the Executive Council, UNWTO and the Lucerne University of Applied Sciences and Arts (HSLU) officially launched the *Bachelor of Science in International Sustainable Tourism* whose first cohort is expected to start in autumn 2024. It is a 3-year programme featuring UNWTO’s vision and expertise, an official Swiss Diploma, and innovative teaching methodology: 1 year in Madrid, 6 months remote, 6 months anywhere in the world for an internship, and 1 year in Lucerne. Endorsed by the Swiss Government, this is the first-of-its-kind undergraduate programme with the Organization with the aim to advance the insertion of tourism an instrumental career for development.

21. Within the same framework, the *Fifth Session of the Tourism Online Education Committee* was carried out. Members appreciated UNWTO’s update on education and skills development initiatives and welcomed the eagerness of Cornell STAMP (Sustainable Tourism Asset Management Program) to continue collaborating with UNWTO for disseminating online study opportunities. See Annex II.

22. The creation of *International Academies in collaboration with UNWTO* for supporting Member States’ efforts to provide high-quality education to their tourism workforce is advancing with the preparation of the strategy, budget and programmes: online, offline and train-the-trainers with the Kingdom of Saudi Arabia and Uzbekistan.

23. Meanwhile, the *UNWTO Tourism Online Academy* continues to evolve. Its portfolio is being enjoyed by over 23,100 students mainly from India, Spain, Chile, Kingdom of Saudi Arabia and Colombia. Beneficiaries are expected to grow faster in the upcoming months due to the ongoing implementation of a global marketing campaign and the strengthening of the Scholarships Programme: 2,000 announced in the last session of the Executive Council are under the allocation process to selected countries by their status as (1) Least Developed Countries, (2) Small Island Developing States, or (3) developing economies. They include 18 from Africa, 15 from Asia and the Pacific, and 8 from the Americas.

24. New content is available as follows:

   - Mandarin Centers Institute: (1) Brief introduction to Chinese tourism
   - University of Sharjah: (1) Strategic communication for tourism

25. Furthermore, UNWTO has partnered with the American Hospitality and Lodging Educational Institute (AHLEI), the International Baccalaureate Organization (IBO) and Cambridge
International for the development of the UNWTO Tourism Education Toolkit for the incorporation of tourism as a subject in high schools to be released within the General Assembly. It includes an introduction to tourism in the high school system, case studies, leading methodologies, and a set of 6 recommendations to build the way forward.

26. **Youth:**

(a) **Students’ League:** The second national edition of the UNWTO Students’ League focused on tourism and rural development concluded with a celebration of youth talent in Bosnia and Herzegovina. The competition launched around two categories – high school students and undergraduates - attracted applicants from leading educational institutions from across the country. In making their decision, the expert jury looked at the feasibility of the ideas presented by the teams through their social media campaigns as well as on their potential to contribute to the fulfilment of the UN Sustainable Development Goals.

(b) **Global Youth Tourism Summit:** In response to the proposal, included in the Sorrento Call to Action: Youth for Sustainable Tourism, “to launch national and regional Global Youth Tourism Summits to assist children and youth to develop, share and discuss their innovative ideas, vision and proposals for the future of sustainable tourism”, UNWTO released a handbook for the national tourism authorities, which provides guidelines for the organization of physical and virtual youth events, as well as practical examples of activities.

(c) UNWTO, in the context of the Global Youth Tourism Summit, is working with the MSC Foundation to raise awareness about the importance of youth empowerment in tourism and the preservation of the coastal and maritime ecosystems. The renewed partnership will enable the delivery of sustainability related educational content on board the fleet of MSC Cruises, the fastest-growing global cruise brand as well as the leader in Europe, South America, the Gulf region, and Southern Africa.

(d) On the occasion of **International Youth Day**, UNWTO was represented in the official celebration, organized by the UN Country Team in the Kingdom of Saudi Arabia, by two Global Youth Tourism Summit alumni.

27. **Foster sustainable and green transition: social aspects, culture and environment**

Tourism offers significant opportunities as a tool for development and supports community and economic development. If well managed, it can act as an agent of change and a force for good, with a critical multiplier role, helping to accelerate sustainable consumption and production patterns in the tourism sector, by enhancing the climate ambition of tourism stakeholders, promoting circular business solutions, and investing in regenerative tourism solutions for a nature-positive, net-zero and pollution-free sector. Many lines of action have been progressed and developed by UNWTO to address such pressing needs over the past years.

28. UNWTO’s commitment to accelerate sustainable consumption and production patterns (SCP) as a lead partner through the **ONE PLANET** initiative hosted by UNEP was confirmed until the end of 2024. The Board meeting of the Initiative, organized by UNEP in May, discussed the advances of the One Planet Programmes and validated the approach of the Sustainable Tourism Programme to continue advancing SCP and the circular economy, through focusing on climate action, plastics and food waste.

29. **Climate action:**

(a) Following the launch of the [Glasgow Declaration on Climate Action in Tourism](https://www.unwto.org/climate-action) in November 2021 at UN Climate COP26 with the aim to accelerate climate action in tourism, over 800 stakeholders (businesses, destinations, associations, etc.) from across 90 countries have subscribed to the Declaration. Signatories commit to support the global goals to halve emissions by 2030 and achieve Net Zero by 2050; to develop a climate action plan aligned with five pathways: measure, decarbonize, regenerate, collaborate and finance; and to report on an annual basis on the progress achieved. As of August 2023,
over 150 initial climate action plans have been received from signatories and a progress report showcasing the implementation of the Glasgow Declaration is under preparation.

(b) Building on the release of the **Overview of Methodologies and Tools To Measure Greenhouse Gas Emissions** which was released in March, a series of online interviews was conducted in June under the title “In Conversation With”, allowing signatories of the Declaration to share their experiences addressing the measurement of GHG emissions. Signatories which participated include Better Places, Canarias Tourism, Explora, The Long Run and Wilderness Group.

(c) To ensure a participatory approach in the development of the Policy Guidance to Support Climate Action by National Tourism Administrations, UNWTO Member States have been invited to nominate climate action focal points to provide feedback to the draft document and participate in an online consultation session scheduled to take place in October.

(d) On the occasion of the 2023 Ocean’s Day and in collaboration with the MSC Foundation, UNWTO organized a high-level panel to explore the subject of “Tourism Ocean Action for a Net Zero Future”, featuring contributions from leaders from across the public and private sectors.

30. **Circular Economy**: The integration of circular economy principles and practices in the tourism value chain is being addressed through the entry points of plastics and food waste.

(a) The **Global Tourism Plastics Initiative (GTPI)** has more than 150 signatories (accommodation providers, supporting organizations, suppliers, tour operators, online platforms and destinations) from across 60 countries and is supporting the readiness of tourism stakeholders vis-à-vis the upcoming International Treaty on Plastic Pollution. During the meeting of the Intergovernmental Negotiating Committee (INC-2) of the Treaty, which was held in Paris in May, the GTPI was featured as part of an official high-level side event titled “**Solutions from the One Planet Network to Curb Plastic Pollution**” led by UNEP. The Annual Progress Report of the GTPI was released on the occasion of the side event, presenting the results achieved by signatories of the initiative applying the **Plastics Measurement Methodology for Accommodation Providers** which had been released in 2022. In the month of June and as part of the meetings of the Tourism Working Group of the G20, an official side-event titled “Towards a circular economy of plastics in tourism – the Global Tourism Plastics Initiative” was co-organized in Goa, India, by UNWTO and UNEP.

(b) The final version of the **Global Roadmap for Food Waste Reduction in the Tourism Sector** integrating the inputs from the consultation process is expected for release in September (in English, French and Spanish). Additional outputs from the project on Sustainable Food Systems supported by the Multi-Partner Trust Fund for SDG12 are a **Factsheet Series on Procuring Food Sustainably**; and an **Awareness Raising Social Media Toolkit** on Sustainable Food Management.

31. **Measuring the Sustainability of Tourism** (MST): Tourism is acting as a pathfinder in leading the way to bring together statistical standards and other methods to measure sustainability. The Statistical Framework for MST aims to develop metrics to ensure that what matters to people, the planet and the future is more fully recognized in decision making, at the national and subnational levels. In view of the finalization of the Statistical Framework for MST, major achievements have been taken at both technical and consensus-building levels:

At the technical level:

- Dedicated MST research groups specialized in specific topics have resolved conceptual issues on (i) attribution of environmental flows to tourism, (ii) delineation of sub-national spatial areas, (iii) measurement of the social dimension and (iv) tourism occupations.
- The MST Editorial Board, comprised of 7 countries representing all world regions and 4 international organizations, held 6 meetings with the aim to provide technical guidance on the finalization of the Statistical Framework for MST.
A consultation on the draft Statistical Framework launched among members of the UNWTO Committee on Statistics and members of the Working Group of Experts on MST from June to August. It gathered comments from 17 countries and various international agencies which served as input for a new version of the MST Framework.

With the generous support of the Andalusian Region, the Expert Group on MST met in Marbella, Spain, on 19-20 September to discuss the newest version of the MST Framework. Gathering over 70 experts worldwide, the group agreed to launch a global consultation on the MST Framework and encouraged the UNWTO Committee on Statistics to present the framework to the UNWTO General Assembly in October 2023 and subsequently to the UN Statistical Commission in March 2024.

At the consensus-building level:

- MST has received historic support from the President of the United Nations General Assembly, who recognized that the “UNWTO’s Framework for Measuring the Sustainability of Tourism will offer us more data on and a better insight into challenges we are trying to solve” (HLPF on sustainable development, 16 July).

- MST has been recognized in the Goa Roadmap for Tourism as a Vehicle for Achieving the SDGs of the recently held G20 under the Indian Presidency.

- MST is featured in the official UN report “Valuing What Counts – United Nations System-wide Contribution on Progress Beyond Gross Domestic Product (GDP)” as a leading example of a global effort to develop metrics that go beyond GDP. The report—developed by the High-Level Committee on Programmes (HLCP) Core Group on Beyond GDP in response to a request by the UN Secretary General and taken note of by the UN’s Chief Executives Board—sets a path to develop GDP-complementary measurement that more fully recognizes what matters to people, the planet and the future. The Statistical Framework for MST is showcased as a relevant sectoral approach that benefits from a targeted articulation of data needs and close partnership with policymakers and other data users. The report was the basis for the UN policy brief “Valuing what counts: Framework to progress beyond Gross Domestic Product” released in May 2023.

32. UNWTO is currently leading the development of an agreed set of indicators derived from the SF-MST for international comparability purposes with the view to initiate an international dataset and country reporting.

33. To date, 25 countries and sub-national destinations have implemented an MST pilot.

34. **ESG Framework for Tourism Businesses**: Although there are several existing initiatives for Environmental, Social and Governance (ESG) reporting and disclosure, they have been developed independently, resulting in a lack of standardized practices across organizations. This lack of standardization hinders the comparability and scalability of ESG reporting. The diverse nature of ESG reports has also raised concerns about ‘greenwashing’, where the data provided is insufficient to provide informed opinion about company performance for investors and the public. The UNWTO ESG Framework for Tourism Businesses responds to the sector’s need for a single ESG reference that builds on best practices, is tailored to the issues of the sector, and provides guidance to companies seeking to actively engage with sustainability-related issues in the face of growing pressures and global challenges. Under the umbrella of MST, UNWTO partnered with the University of Oxford and its SDG Impact Lab sponsored by easyJet holidays to kick-start the development of a harmonized ESG framework that can be used as a reference by tourism businesses and also serve policy makers to ensure that action on the ground really responds to policy and strategic ambitions. The development of the ESG Framework started with a literature review covering the current ESG landscape with its main existing initiatives in the tourism sector. This was the basis for selected pilots within the accommodation and reservations services industries that took place during June and July with a total of 54 interviews. A first beta hydrated framework will be available for wider consultation in the near future.
version of the ESG Framework for Tourism Businesses is expected for the end of 2023, paving the way for further refinement, testing and extension into additional tourism industries.

35. **International Network of Sustainable Tourism Observatories (INSTO):** UNWTO has welcomed Batanes in the Philippines as the latest addition to its International Network of Sustainable Tourism Observatories (INSTO). Since its establishment in 2004, a total of 38 observatories have joined the **UNWTO INSTO Network:** eight in China, one in Greece, two in Brazil, five in Indonesia, one in Croatia, one in the United States, one in Guatemala, one in Italy, one in Argentina, one in Australia, three in Portugal, six in Spain, two in Canada, one in Colombia, three in Mexico, and one in the Philippines. A growing interest in joining the network has been expressed by several destinations around the world that are currently working on the INSTO application. The second edition of the **Sustainable Destinations Summit:** Leading the Transformation, held in Mallorca on 30-31 March 2023, brought together a wide range of tourism and non-tourism stakeholders to debate and share visions, experiences, knowledge and good practices to accelerate the transformation of tourism into a force for good. In addition, two thematic sessions on measuring **energy** and **solid waste** management were held as part of the INSTO Insights webinar series.

36. **Accessibility:** In its effort to encourage the Member States and key stakeholders of the tourism value chain to implement the Standard UNE-ISO 21902 on Accessible Tourism, whose development was led by UNWTO, Fundación ONCE and the Spanish Association for Standardization (UNE), UNWTO published new user guides. The two new sets of guidelines address (1) managers and employees of cultural sites and institutions, integrated into the cultural tourism ecosystem and (2) professionals and organizations engaged in nature areas’ management. UNWTO’s partnership with the ICOMOS International Cultural Tourism Committee, IUCN WCPA Tourism and Protected Areas Specialist Group and the European Network for Accessible Tourism (ENAT) was key in the drafting process.

37. **Ethics:**

   (a) The World Committee on Tourism Ethics (WCTE) held a meeting of the WCTE on 21-22 May 2023. The Committee focused on the main working group topics, namely, Decent Work, Inclusive Growth and Community Empowerment; Technology and Digital Platforms; Climate Change and Environmental Sustainability; and Social Sustainability and Intercultural Dialogue. In addition, it touched the topics of education and intangible cultural heritage, rights of workers in Tourism, sustainability in Tourism, post COVID-19 Tourism and the impact of the war on Ukraine on Tourism in the region and worldwide. The Committee has also revised its own Rules of Procedure.

   (b) With regard to the Framework Convention on Tourism Ethics and its Optional Protocol, four States (Albania, Lebanon, Nigeria and Seychelles) have acceded to the Convention, two of which (Albania and Seychelles) have also acceded to the Optional Protocol. The Convention has not yet entered into force. Member States of both UNWTO and the United Nations are once again invited to express their consent to be bound by the Convention and its Optional Protocol.

38. **Indigenous tourism:**

   (a) Awareness-raising campaign in the UNWTO social media, on the leadership of indigenous peoples in the sustainable and responsible development of tourism. Advocacy messaging on the role of the governments in facilitating indigenous tourism, on the occasion of the International Day of the World’s Indigenous Peoples, 9 August.

   (b) Presentation of the UNWTO and Indigenous Tourism Alliance (WINTA) **Compendium of Good Practices in Indigenous Tourism – Regional Focus on the Americas** (available in English and in Spanish) at the launch event of the Indigenous Tourism Collaborative

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7 The instrument of accession to the Convention deposited by Lebanon contains a reservation to its Article 11.
8 Further information is available at the [website](#).
9 In accordance with its Article 20(1), the Convention shall enter into force on the thirtieth day following the date of deposit of the tenth instrument of ratification, acceptance, approval or accession.
of the Americas’ Indigenous Tourism eLibrary organized by the International Institute of Tourism Studies at George Washington University, on 9 August.

39. **Gender equality and women’s empowerment:**

   (a) UNWTO published a report on the two surveys conducted to measure the differing effect of COVID-19 on women and men in the tourism sector. The “Survey on the Gendered Impact of the COVID-19 Pandemic on Tourism Employment” report is available on the UNWTO e-Library in English and Spanish.

   (b) The headline figures on women in tourism from the “Global Report on Women in Tourism, Second Edition” were updated for 2021 showing a slight increase in the percentage of women who make up the tourism workforce across all world regions compared to 2018.

   (c) UNWTO supported and participated in other UN Agency initiatives on women in tourism including the UN Women webinar entitled “Gender, Age and Disability” and the International Civil Aviation Organization conference entitled “Global Aviation Gender Summit 2023”.

   (d) With regard to the Centre Stage Project, UNWTO has further developed plans to scale-up the pilot project and, separately, developed a framework to be able to offer the services to individual Member States upon request. UNWTO is actively seeking partners to support these new phases of the project.

40. **Culture:** UNWTO will publish (Q3 2023) a report with the “Outcomes from the UNWTO Affiliate Members World Expert Meeting on Cultural Tourism”, which summarizes the challenges for sustainable cultural tourism discussed during the Madrid Expert Meeting on Cultural Tourism (December 2022) and identifies key aspects to address in order to overcome them, including how to manage the impact of tourism on popular cultural tourism destinations and sites. It also suggests actions to promote tourism development in lesser-known locations, encourage the safeguarding of destinations’ cultural expressions, and foster the positive socioeconomic effects that the sector can generate.

**Boost investments, financing and entrepreneurship**

41. UNWTO firmly believes that strategic public-private partnerships on investments have a critical role to play in the economic recovery and in fostering the green transition. In addition, UNWTO highlights the need for more and better-targeted traditional and non-traditional investments which are required for People, Planet and Prosperity, to enable tourism to deliver on its massive potential to provide opportunities to communities, to build resilience, to accelerate green financing, and to deliver inclusive prosperity around the pillars of innovation and entrepreneurship.

42. **Knowledge creation and investment promotion through reports and guidelines:**

   - UNWTO launched the *Tourism Greenfield Investment Report 2023* as the sixth edition in collaboration with fDi Markets from the Financial Times, key facts and insights are included to support data-driven decision making.

   - Likewise, UNWTO presented the *Tourism Doing Business* - Investment Guidelines for Ecuador, completing 7 issues since the start of this service in 2022. In addition, the editions for Uzbekistan and Mauritius will be presented at the General Assembly.

43. **Investment fora and capacity building:** own forums and participation in key investment events continue to grow as part of the active role of UNWTO in setting traditional and non-traditional investments in the global agenda:

   - UNWTO and AIM event on “Transforming Tourism Investments for People, Planet and Prosperity” on the occasion of the Annual Investment Meeting, Abu Dhabi, 9 May 2023. It was the first time ever that tourism featured in AIM’s agenda.
- World Association of Investment Promotion Agencies (WAIPA) event on the “Promotion of Tourism Investments in LDCs” in collaboration with UNWTO, Abu Dhabi, 10 May 2023.

- UNWTO Seminar on sustainable investments: a strategy towards competitiveness within the 68th meeting of the UNWTO Regional Commission for the Americas in Quito, Ecuador.

- UNWTO Conference on Rethinking Tourism for Africa: Addressing Global Challenges and Promoting Investment and Partnerships within the 66th Meeting of the UNWTO Regional Commission for Africa in Mauritius.


- World Tourism Investment Forum in collaboration with UNWTO, 6-8 September 2023 in Yerevan, Armenia.

- UNWTO Partner Session on “Refining Tourism Investments: From Private Equity to Venture Capital Acceleration” on the occasion of the 2nd World Tourism Investment & Financing Conference in collaboration with UNWTO, 20 September 2023, in Macao, China.


- Accelerating Green Investments in Tourism for Sustainable Development, 19 October 2023, organized jointly by UNWTO and UNCTAD on the occasion of the 8th World Investment Forum, 16-20 October 2023, Abu Dhabi, UAE.

Enhance competitiveness and resilience - market intelligence, statistics, and product development

44. Statistics, data and market intelligence are at the core of grounded political decisions. UNWTO leads the monitoring of key tourism indicators, impacts and trends through several services, tools and activities.

45. Capacity development in tourism statistics: UNWTO continues to provide support in the development of countries’ Systems of Tourism Statistics through regional training and technical assistance projects. In addition, UNWTO contributed as a trainer in the workshop “Towards a Methodology for Production and Dissemination of Islamic Tourism Indicators” (online, 23 August) organized by the Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC).

46. Global Tourism Statistics: UNWTO is embarking on the modernization of its Tourism Statistics Database to better accommodate evolving needs of users, with a view to reaping efficiencies, offering more timely data and enhancing the experience for both data reporters and data users. As the most comprehensive data catalogue of the tourism sector, the database comprises over 145 tourism statistics on inbound, outbound and domestic tourism, tourism industries, employment and macroeconomic indicators. Data corresponds to official statistics from countries all over the world and is updated throughout the year. Data is available at the online Tourism Statistics Database, the UNWTO eLibrary and it also feeds the UNWTO Tourism Data Dashboard, the UNWTO World Tourism Barometer and the UN Data portal. In addition, UNWTO is custodian for two indicators in the UN Global SDG Indicator Framework and compiles data from all countries in world on Tourism direct GDP (SDG indicator 8.9.1) and on countries’ implementation of tools to measure sustainable tourism (SDG indicator 12.b.1). Data is available from 2008 onwards on the UNWTO website Economic Contribution and SDG, the UN Global SDG Indicators Database, the UN Open SDG Data Hub as well as in the 2023 UN Secretary-General’s report Progress Towards the SDGs and the Special Edition of the UN SDG report.
47. **Coordination of tourism in global statistical system**: UNWTO continues to contribute through participation in expert group meetings, revisions and technical input to the revision processes of key global statistical standards and classifications to better position tourism. These include notably the Industrial Classification of All Economic Activities (ISIC, the classification of industries), the Central Product Classification (CPC, the classification of products), the System of National Accounts (SNA, on measuring the economy and key indicators like GDP) and the Balance of Payments Manual (BPM, on trade statistics). Among other activities, UNWTO conducted a specific survey on tourism products among key stakeholders in national statistical offices and national tourism administrations in all world regions. The results helped to shape UNWTO’s contribution to the CPC revision process that reflects properly the needs of both the tourism statistical and policies communities.

48. **Market Intelligence**

(a) UNWTO monitors short-term trends and key indicators and delivers regular insights on international tourism, through its Data Dashboard and reports such as the UNWTO World Tourism Barometer. The UNWTO World Tourism Barometer is the authoritative reference and source of most recent tourism data and trends. Published four times a year, the latest issues were published in May and September 2023.

(b) The UNWTO International Tourism Highlights 2023 edition published in September 2023 gives an overview of tourism trends during the pandemic years 2020-2022, including the impact of COVID-19 on international tourist arrivals, export revenues from international tourism and tourism direct gross domestic product.

(c) UNWTO continues to enhance its market intelligence tools such as the UNWTO Tourism Dashboards, delivering timely and latest tourism monthly data at world, regional, sub-regional and country levels, as well as industry indicators.

(d) Collaboration with World Economic Forum (WEF) on the revision of criteria of the Travel and Tourism Development Index (TTDI): as a member of the Advisory Group of the TTDI, the Secretariat provided technical feedback on the criteria and indicators for the elaboration of the 2023 TTDI. UNWTO is also a data partner and provided several data series for the forthcoming WEF TTDI 2023 Report.

(e) UNWTO continued to collaborate with the European Travel Commission through the joint UNWTO/ETC Datalab initiative, with the aim to share knowledge and best practices on data usage and market intelligence tools among European NTOs/NTAs. Latest webinars covered measuring resident satisfaction as well as new digital tools and technologies for NTOs.

(f) Digital Nomadic Visas: UNWTO has concluded a Brief on Nomadic Visas which will be released in early September 2023. The Brief looks at the background and current state of digital nomadism trends and provides an analysis of existing DNVs worldwide covering 54 destinations in five regions and examines the DNVs on the following components: 1. Application process; 2. Duration; 3. Taxation; 4. Insurance; 5. Accommodation; 6. Minimum income requirements; and 7. Criminal records check. Finally, it also analyses the potential of digital nomadism and its opportunities from a tourism perspective.

49. **Tourism for Rural Development**: The Tourism for Rural Development Programme at UNWTO is structured around four areas of intervention: advocacy and outreach; skills development; knowledge creation and on-the-ground projects. In this context, the following activities were developed in this period:

(a) **Best Tourism Villages**: The Secretariat concluded the coordination of the evaluation process for the Best Tourism Villages by UNWTO 2023 (the call for applications for BTV 2023 edition was opened between 23 March and 23 June) as well as those participating in the Upgrade Programme, who decided to submit their application within the Fast Track. In this third edition, almost 260 applications from more than 60 countries from all the regions were submitted. The villages recognized as BTV 2023 will be officially announced at the Gala Dinner during the 25th session of the UNWTO General Assembly in Samarkand, Uzbekistan. Representatives of the villages recognized as BTV will be invited
to join this ceremony on this special occasion and will gather for an introductory meeting on the Best Tourism Network the following day.

In May 2023, the **first Best Tourism Villages Mentorship Programme for villages in the Upgrade Programme** was concluded for a total 19 villages from all regions. The recommendation reports prepared by the mentors were shared with the villages as well as the Member States.

Within the activities of the Best Tourism Villages Network four (4) masterclasses were organized (in English and Spanish) on Social Media and funding for Sustainable Infrastructure. Another two are planned for September on approaching markets in collaboration with Intrepid Travel.

UNWTO also participated in “Discover Armenia. Reveal the Regions” conference in May 2023 focusing on Rural Tourism Policies and the Best Tourism Villages Network with the participation of Alquézar, Spain (BTV 2022).

A series of media trips to a selected number of Best Tourism Villages will take place starting September 2023 to promote the initiative as well as the value of tourism for Rural Development.

(b) **Skills**: UNWTO organized at the UNWTO Regional Office for the Middle East the **first Executive Training on Rural Tourism** for Member States of the Middle East Region on 8-10 May 2023. The Training focused on Strategy and Product Development.

(c) **Outreach**: UNWTO participated in the Worldwide Symposium on Geographical Indications highlighting the links between Tourism, Gastronomy, Rural Development and Geographical Indicators (GIs) as well as in European Conference on Rural Tourism (10-11 May).

(d) **Research**: UNWTO published in May 2023 **Tourism and Rural Development: A Policy Perspective Report** and held a webinar in July to disseminate the results, inviting Indonesia and Portugal to share their policies. Another one in Spanish will be conducted in October.

UNWTO will publish on September 2023 the report Tourism for Rural Development: Understanding Challenges on the Ground – Lessons Learnt from the Best Tourism Villages by UNWTO (English version). The report highlights the most important challenges faced by villages and the initiatives to overcome those at a local level.

An online self-assessment tool on policies for local authorities is being developed to launch in early 2024 on the occasion of FITUR.

(e) **On the ground**: the Secretariat is working on the conceptualization of a Small Grants Programme for Tourism and Rural Development to be launched at the end of 2023.

50. **Towards strengthened coordination on tourism and health:**

(a) UNWTO continues its collaboration with WHO Europe and participated in the 9th High-Level Meeting WHO Europe SCI, 10-12 May 2023, Luxembourg. The Secretariat updated the WHO Europe SCI members on the progress in the creation of the **Coalition of Partners on Health and Tourism** jointly coordinated by UNWTO and WHO Europe and presented an analysis on the impact of COVID-19 on international tourism as well as the latest international tourism data based on the UNWTO World Tourism Barometer and updated on countries lifting COVID-19 travel-related restrictions (based on UNWTO-IATA Easy Travel Tracker). The next High-Level Meetings WHO Europe SCI will be hosted by Cyprus (10th HL Meeting WHO Europe SCI, May 2024) and by Slovenia (11th HL Meeting WHO Europe SCI, May 2025). The Coalition of Partners jointly coordinated by WHO Europe and UNWTO is set to hold its first online meeting in September 2023.
UNWTO will gather the Member States who have expressed their interest in participating in the **UNWTO Working Group on Health and Travel & Tourism** in a first online meeting planned to take place in September 2023. The meeting aims to approve its rules of procedure and to serve to discuss the working plan of this Working Group for 2024.

51. **Product development:**

(a) **Mountain Tourism:** On the occasion of the closing ceremony of the International Year of Sustainable Mountain Development 2022, UNWTO launched, in collaboration with the FAO Mountain Partnership, a study on **Understanding and Quantifying Mountain Tourism**, which addresses the need for relevant data and provides information to improve the understanding of mountain tourism. The study also identifies trends and provides a set of recommendations to advance the measurement of mountain tourism, including the enhancement of official tourism statistics and the use of big data and new technologies.

(b) **Gastronomy Tourism:**

(i) In July 2023, UNWTO and its Affiliate Member, the Basque Culinary Center, have formalized through a Cooperation Agreement the joint organization of the UNWTO World Forum on Gastronomy Tourism for the editions taking place in 2023, 2024 and 2025.

(ii) The **8th edition of the UNWTO World Forum on Gastronomy Tourism**, scheduled to take place on 5-7 October 2023, in Donostia-San Sebastian, Spain, will be held under the theme “Gastronomy Tourism: Back to the Roots”, focusing on the potential and benefits that arise from the linkages between tourism, gastronomy and producers in fostering rural development, promoting sustainability and resilience, preserving cultural and natural heritage, and embracing innovation to enhance the tourism experience.

(iii) The potential of gastronomy tourism to boost rural development was also discussed in a webinar on **“Gastronomy tourism: an enabler of rural development and inclusion”**, co-organized by the Basque Culinary Center and UNWTO. On this occasion two representatives of the Best Tourism Villages by UNWTO initiative were invited (Aguarico, in Ecuador, and Alquézar, in Spain).

(c) **Wine Tourism:** The **7th UNWTO Global Conference on Wine Tourism** is planned to be held in Logroño (La Rioja), Spain, on 22-24 November 2023. On the occasion, the progress of the UNWTO / OIV Working Group will be presented.

Urban Tourism:

(i) UNWTO has signed a second MoU with the World Tourism Cities Federation (WTCF), to collaborate in the areas of urban tourism measurement and monitoring, promotion of tourism contribution to the SDGs, Smart Tourism in city destinations and relevant research.

(ii) UNWTO is currently working jointly with the WTCF on a report aimed at better understanding and quantifying tourism in cities building on the UNWTO’s ongoing work in the area of urban tourism and expanding the scope of the project **UNWTO-WTCF City Tourism Performance Research** published in 2018. This report is scheduled to be released in October 2023. However, the key findings drawn from this research will be presented at the World Conference on Tourism Cooperation and Development event hosted by the WTCF in the framework of the China International Fair for Trade in Services (CIFTIS) to be held in Beijing from 2 to 6 September.

(iii) UNWTO is taking part in the International Mayor’s Forum on Tourism to be held in Zhengzhou, China from September 4 to 6 organized by the Ministry of Culture and Tourism of the People’s Republic of China, Henan Provincial People’s Government,
delivering a keynote presentation on tourism urban innovation and sustainability. This collaboration builds on the ongoing work of UNWTO to closely work with local governments on urban tourism matters and in view of the UNWTO Mayors Forum to be held in 2024, dates TBC.

(iv) UNWTO is supporting and joining forces with UN-Habitat on the occasion of the Euskal Hiria Congress, organized by the Department of Territorial Planning, Housing and Transport of the Basque Government to be held on 28 November 2023 in Bilbao to raise awareness and encourage the debate on tourism, cities and territory during the session dedicated to Culture and Tourism.

(v) UNWTO and SEGITTUR (Spain) will co-lead a Working Group of the Thematic Group on City Platforms within the United for Smart Sustainable Cities (U4SSC) initiative led by the International Telecommunication Union (ITU), of which UNWTO is a member.

(vi) A compilation of case studies on the recovery of urban tourism and its contribution to advance the 2030 Agenda will be released in the last quarter of 2023 / first quarter of 2024.

(d) **Sports Tourism:**

(i) A publication summarizing the outcomes of the 2nd World Sports Tourism Congress and further analysing key topics is being prepared and expected to be launched in the second half of 2023.

(ii) UNWTO supported its Affiliate Members Club Atletico de Madrid S.A.D. in the organization of the third edition of MadCup Madrid (Spain), on 23-28 June 2023. MadCup is an international youth soccer tournament, with the objective of connecting sport with culture, education, and tourism.

(e) **Audiovisual Tourism:**

(i) UNWTO supported its Affiliate Member ESTUDIS D’HOTELERIA I TURISME CETT, SA, in the organization of the Terres Check-In International Hospitality Film Awards, Lloret de Mar (Spain), on 13 September 2023.

(ii) UNWTO will support its Affiliate Member EGEDA in the organization of the Iberseries & Platino Industria, Madrid (Spain), on 3-6 October 2023, the largest Ibero-American audiovisual industry event.

(f) **Medical, Wellbeing and Thermal Tourism:**

(i) UNWTO emphasized the growing importance of health and wellbeing tourism as a pillar of growth and opportunity by organizing a conference on education and skill in medical and wellbeing tourism in the framework of the 68th meeting of the UNWTO Commission for Europe.

(ii) UNWTO will support its Affiliate Member European Historic Thermal Towns Association (EHTTA) in the organization of the 2nd International Congress on Thermal Tourism to be held on 9 November 2023 in Nancy, France. A publication on thermal tourism is expected to start preparation in Q2 2023.

52. **Visa Facilitation:** The UNWTO Visa Openness Report 2023 is currently under preparation and will be published in November 2023. It continues UNWTO’s analysis of visa policies and the progress made in visa facilitation following the lifting of COVID-19 related travel restrictions, on which UNWTO published eleven reports, and the re-implementation of visa policies. This work aims to assist destinations in evidence-based policy-making and to help prioritize activities under the related facilitation policies and measures.
Scale up innovation and digital transformation

53. Harnessing innovation and digital advances provide tourism with opportunities to improve inclusiveness, local community empowerment and efficient resource management, amongst other objectives within the wider sustainable development agenda. Initiatives are on the way to encourage the digitalization process of tourism small and medium-sized enterprises (SMEs), as well as to support start-ups in seeking the most disruptive projects that are changing the way people travel and boosting tourism’s impact for all.

54. **UNWTO Digital Futures for SMEs Programme** has welcomed 2 new partners, Hosco and Lobster Ink, which will make it possible to offer an additional training path on Talent and Human Resources to amplify the scope and impact of this initiative.

UNWTO Startup Competitions and Innovation Challenges:

55. In collaboration with Les Roches Global Hospitality Management School’s innovation hub, SPARK, the 15 winners of the **UNWTO Awake Tourism Challenge** were granted a coveted opportunity: an intensive 1 month-long acceleration programme in their Crans-Montana campus to propel their enterprises to new heights. Throughout May, they learn about marketing and finance strategy, market research, fundraising, and legal aspects, and they also took part in a Technology Challenge and a final event with over 100 participants including investors. Due to its success, this in-kind donation is currently being reviewed for renewal.

56. UNWTO also recognized the 10 most influential **innovators reshaping tourism in the Kingdom of Morocco** identified out of 135 applications from the Startup Competition in the country. Likewise, the **UNWTO Women in Tech Startup Competition – Middle East** has successfully closed the call for applications with over 140 candidatures by women-led startups from 11 countries.

57. New programmes include:

   (a) The **UNWTO Startup Competition on Event Tourism**, sourcing the most sustainable, innovative, and disruptive entrepreneurs that offer smart solutions for mega events and MICE tourism was launched on 31 May and received 155 applications from 69 countries. Winners will be presented at the General Assembly.

   (b) The **Community-based Tourism Innovation Challenge Colombia**, built on an Agreement signed on 28 June, has been launched at the World Tourism Day. The results will be presented in the Tourism Tech Adventure Colombia 2024, which will serve as a platform to drive the generation of innovative solutions and promote the development of community-based tourism in the country.

58. In May, the **Tourism Tech Adventures forum in Panama** was carried out. The three-day event gathered the 25 semi-finalists to participate in mentorships and selected 5 finalist and a winner. Also, the **award ceremony of the UNWTO Education for the Future** innovation challenge powered by Save the Children took place. Finally, UNWTO developed a Side Event at the 8th annual Multi-Stakeholder Forum on Science, Technology and Innovation (STI Forum): “Harnessing Innovation and Entrepreneurship in Tourism as Drivers of Sustainable Development” inviting startups to pitch in a UN global event.

59. On the other hand, UNWTO was invited to the **AI for Good Global Summit’s UN 2.0 Roundtable** to discuss on the use of Artificial Intelligence inside and outside of the UN system as a means to advance on the achievement of the Sustainable Development Goals. Tourism had a voice within all economic sectors in this key event.

60. Furthermore, and taking advantage of its role of vice-chair, UNWTO has created the Task Group on Metaverse Tourism within the International Telecommunication Union’s (ITU) Focus Group on Metaverse. It looks to analyse the impact of this technology in the sector with global experts.

61. In collaboration with the International Congress and Convention Association (ICCA), Mastercard and UEFA, and with the participation of the Government of Uzbekistan, UNWTO launched a global startup competition for mega events and MICE tourism, seeking the best solutions for
digitalization and disruptiveness for sustainable event management, and inclusiveness and accessibility in the mega events category, and for promotion and marketing, and technology for attendee engagement and infrastructure in the MICE tourism category.

UNWTO on the ground

62. UNWTO and the Japan International Cooperation Agency (JICA) have jointly developed a set of project-based indicators designed to assist in ensuring that tourism projects contribute to the achievement of the SDGs. The joint publication Achieving the Sustainable Development Goals through tourism: Toolkit of Indicators for Projects (TIPs) is a comprehensive resource designed to guide users in aligning tourism development projects with the SDGs. This toolkit explores the link between tourism and each of the 17 SDGs and selected targets, and supports the measurement and monitoring of the impact of tourism projects.

63. UNWTO's technical assistance activities from April to September 2023 have been marked by significant progress and achievements in various regions, reflecting a multifaceted approach to global tourism development, as shown in Annex I.

* * *
Annex I: Latest developments of UNWTO on the ground

The following initiatives showcase UNWTO’s commitment to enhancing the global tourism sector through planning, development, recovery, classification, and awards. The targeted approach ensures alignment with broader goals of the organization and a positive impact across various regions, fostering tourism development and collaboration.

- **Botswana - Tourism Planning & Development**: The *Tourism Planning and Development for Kasane-Kazungula* project advanced through two missions in April/May and August 2023, focusing on development guidelines and investment models. A third mission is scheduled for September 2023.

- **China - International Tourism Development**: The project for the development of the *International Tourism Destination Plan for Jinan City, Shandong Province*, was resumed in 2023 and a first mission was fielded in July 2023 to convene the inception meeting and carry out the situational analysis for the project.

- **Greece - Tourism Recovery & Sustainability**: Thasos Island is set to receive technical assistance for Tourism Recovery, with activities commencing further to the signing in August 2023, aiming to enhance sustainability and recovery from the pandemic’s impacts.

- **Moldova - Education & Training**: An exhaustive and multi-component training programme was devised and will be rolled out in September 2023, in close collaboration with Moldova State University, which has been appointed by the Ministry of Culture of Moldova as the local tourism training institute responsible for the implementation of the train-the-trainers programme, skills training programme for women and youth, and gender and tourism training for stakeholders. To facilitate and guide implementation of these training programmes locally, a Cooperation Agreement between UNWTO, the Moldova State University, and the Ministry of Culture of Moldova will be signed in September 2023.

- **Morocco – Data & Analytics**: A new tourism dashboard has been developed and presented to the Ministry in May 2023 to enable the Ministry to share relevant data on tourism development with key tourism stakeholders.

- **Nepal - Action Plan & Data Collection (Tourism Satellite Account)**: Following UNWTO’s review mission to Kathmandu in March, the project has made great progress in devising an updated Action Plan, and in the collection and review of the necessary data for a TSA in Nepal. Once data collection is completed, it is expected that the experimental TSA can be compiled by December 2023.

- **Paraguay - Sustainable Tourism Planning**: A press event in Asunción in April 2023 marked the official presentation of the updated *Sustainable Tourism Master Plan for Paraguay 2023-2030*, outlining a strategic vision for sustainable growth.

- **Qatar - Industry Recognition**: Preparations for the *Qatar Tourism Awards* are in progress, with the awards ceremony recognizing industry excellence scheduled for November 2023.

- **Seychelles - Human Resources Development**: New arrangements are being prepared for a project on the preparation of a Rapid Needs Assessment and Roadmap for the Tourism Sector Human Resources Development in Seychelles.

- **Sri Lanka - Survey Implementation & Training (Tourism Satellite Account)**: Signing of a new agreement with Sri Lanka Tourism Development Authority (SLTDA) in June 2023 to implement Phase II of the TSA project. Phase II activities have been launched, starting with training of field staff and officials from SLTDA and the Department of Census and Statistics on conducting visitor and establishment surveys and survey instruments.

- **Tajikistan - Tourist Profile Studies**: International and Domestic Tourist Profile Studies were completed and shared with the Ministry.
• **Tanzania - Integrated Tourism Strategy:** The Integrated Tourism and Local Economic Development Strategy, a collaboration between UNDP, UNWTO, the Tanzania Association of Tour Operators (TATO) and the Ministry of Natural Resources and Tourism of the United Republic of Tanzania, was finalized. The draft report was submitted in August 2023, and a seminar is planned in Arusha on 27 September 2023, coinciding with World Tourism Day.

• **Turkey - Post-COVID Recovery:** The successful completion of the project on Facilitating Tourism Recovery in Aftermath of COVID-19 in April 2023 marked a significant contribution to Turkey's tourism sector recovery.

• **Uzbekistan - Tourism Diversification:** The Tourism Diversification Strategy for the Khorezm and South Karakalpakstan regions of Uzbekistan was completed and shared with the Ministry.
**Index:**

1. Attendees
2. Approved Agenda
3. Summary of Discussion

**1. Attendees:**

**Member States**

- **Mr. Mohammed Bushnag**: Deputy Minister, Ministry of Tourism, Kingdom of Saudi Arabia (Co-Chair) (Accompanied by Tareq Sawan)
- **Ms. Ana Paula Pais**: Director of Training Turismo de Portugal, Portugal (Co-Chair)
- **Mr. Adnane Afquir**: Director ISITT, Kingdom of Morocco
- **Ms. Marcela Mansilla**: Head of Human Capital, Ministry of Economy, Promotion and Tourism, Chile
- **Ms. Rosangela Duso**: Ministry of Tourism, Brazil
- **Ms. Wonhee Lee**: KCTI, South Korea
- **Mr. Zahed Shafiei**: Director General of Tourism Studies and Education, Iran

**Private Sector**
Special Guests

- Ms. Christine Böckelmann; Dean, Lucerne University of Applies Sciences and Arts
- Ms. Mulemwa Moongwa; Zambia Institute for Tourism and Hospitality Studies
- Mr. Ahror Validjanov; Director Silk Road Office, Uzbekistan

UNWTO

- Mr. José Ricardo Diaz; Senior Specialist of Innovation, Education, and Investments Department
- Mr. Nicolas Luis Barrios; Coordinator of Innovation, Education, and Investments Department
- Ms. Addaia Arizmendi; Programme Officer, Innovation, Education, and Investments Department
- Ms. Alessandra Priante, Director Regional Department for Europe
- Ms. Romina Nardi, Regional Department for the Americas

2. Approved Agenda:

- Keynote 1: Update on the UNWTO Programme of work 2023 by Jose Diaz, Senior Specialist of Innovation, Education and Investments UNWTO

- Keynote 2: Introduction of the e-learning project for human capital development by Mr. Mohammed Bushnag, Deputy Minister of Tourism, Kingdom of Saudi Arabia

- Keynote 3: Introduction of the International Academy in Portugal in collaboration with UNWTO by Ana Paula Pais, Director of Training, Turismo de Portugal

- Presentation of the Bachelor of Sciences in International Sustainable Tourism by Christine Böckelmann, Dean Lucerne University of Applied Sciences and Arts

- Open discussion with participation from the rest of the members of the Committee
3. **Summary discussions:**

- **Mr. Jose Diaz** welcomes members to the 5th Session of the Technical Committee on Tourism Online Education and shared the agenda.

- **Mr. Mohammed Bushnag** Co-Chair and Deputy Minister for the Kingdom of Saudi Arabia welcomes all the participating Members and proceeds directly to share the presentation of the human capital development programme in general, and in collaboration with the UNWTO. The programme’s mission is to foster accelerated and sustainable growth through forward-thinking policies, strategic investments, and talent development, while upholding the authentic Arabian experience. The key objectives include creating 1 million jobs, increasing the tourism sector’s contribution to GDP by at least 10%, and attracting 100 million annual visitors by 2030. With an anticipated annual growth rate of 9.6%, the tourism workforce is projected to reach a total of 896,600 employees across various sub-sectors, as per the UNWTO. Notable achievements of the Kingdom under Mr. Bushnag’s leadership include the successful launch of a digital learning platform in 2020. This platform has facilitated the training of over 450,000 Saudi nationals in various tourism programs. Moreover, in the summer of 2022, the program further expanded its initiatives by sending Saudi individuals to renowned education centers in Europe, such as Les Roches Marbella, to enhance their skills and knowledge in the field of tourism.

- The Co-Chair further shares insights on the e-learning agreement with the UNWTO for human capital development. The programme of work includes creating 10 brand-new self-paced online courses in tourism and hospitality thematic areas such as destination marketing or Restaurant operations; the promotion and creation of added value jobs through capacity building and analysis of the workforce skills in the Kingdom, connecting job seekers with companies and recruiters; quality certification programmes to guarantee quality education and the creation of programmes with the aim of promoting innovation and digital transformation to empower youth and medium enterprises in the tourism field.

- **Ms. Ana Paula Pais** – Co-Chair, Director of Training in Turismo De Portugal emphasizes the importance of the committee’s role in addressing the education challenge and finding qualified young individuals for the tourism sector. She acknowledges that Portugal is facing a demographic problem, lacking young Portuguese individuals for training, and recognizes the need to attract more people from abroad to overcome this challenge. Ms. Pais proceeds to present implemented education projects and upcoming initiatives. She shares Turismo de Portugal’s mission, particularly in the field of education and training in tourism, highlighting the presence of 12 schools nationwide. These schools offer curricula tailored to market needs and maintain strong partnerships with industry and academia. Ms. Pais emphasizes the success of the educational programs, noting that the students achieve a remarkable 94% graduate employment rate. Furthermore, she highlights that Turismo de Portugal trains 3,000 students, 7,500 professionals, and 30,000 online students annually.
The Co-chair further provides details about the Tourism International Academy, a collaboration between Turismo de Portugal and UNWTO. Located in Estoril near Lisbon, the academy features a hotel school, a conference center, student residences, an innovation hub, and a polytechnic tourism school. Ms. Pais emphasizes the past and ongoing collaboration with UNWTO and discusses future commitments outlined in the 2023-24 plan of work. These commitments include the relaunch of the International Academy, sharing and translating programs between Turismo de Portugal Digital Academy and UNWTO Tourism Online Academy, and designing a specific Training Program for Train the Trainers. She culminates the presentation outlining future endeavors and commitments with the UNWTO, specifically the 2023-24 plan of work, including:

- Relaunching the International Academy in collaboration with the UNWTO.
- Facilitating the sharing and translation of programs between the Turismo de Portugal Digital Academy and the UNWTO Tourism Online Academy.
- Designing a specialized Training Program to empower trainers within the industry.
- These initiatives exemplify our dedication to fostering a skilled and knowledgeable workforce within the tourism sector. Together, through collaboration and shared goals, we can shape a brighter future for the industry.

A video message by Natalia Bayona, Director of the Innovation, Education and Investments Department at UNWTO was shared with the audience. Ms. Natalia Bayona speaks about the importance of education as one of the top priorities of the UNWTO:

- The Tourism Online Academy counts on 5 new courses from top institutions such as University of Sharjah, CETT Barcelona, Externado from Colombia, Hong Kong PolyU and Mandarin Centers. 3,100 scholarships were allocated Least Developed Countries and Small Island Development States.
- The first international academy in collaboration with the Kingdom of Saudi Arabia will be launched. Other Academies are being planned in countries such as Uzbekistan, Azerbaijan, Nigeria, Indonesia, China and the Dominican Republic.
- The UNWTO Toolkit for High School, working with the top academic methodologies such as the Cambridge British methodology, International Bachelorette Organization and AHLEI (American Hotel and Lodging Educational Institute) to promote tourism as a subject in High Schools and help teenagers to create a professional path.

Lastly, Ms. Bayona speaks about the Bachelor in Science in International Sustainable Tourism in collaboration with the Lucerne University of Applied Sciences and Arts (HSLU). This unique program unites Swiss expertise methodology with the United Nations system allowing the students to experience a top quality education programme to strengthen their educational path. Ms. Bayona finalizes the video and the floor is back to Jose Diaz.

Mr. Jose Diaz further gives insights on the online education achievements of the 2023 year, shedding light on the new courses of the Tourism Online Academy, the UNWTO Tourism education toolkit, the Bachelor in Science in International Sustainable Tourism in collaboration with the Lucerne University of Applied Sciences and Arts (HSLU) and the pipeline of the International Academies in collaboration with the UNWTO.

Ms. Christine Böckelmann, Dean. HSLU, presents her keynote presentation about the Bachelor in Science in International Sustainable Tourism in collaboration with the Lucerne University of Applied Sciences and Arts.
She begins her contribution by highlighting the uniqueness of the project and providing background information on HSLU (Lucerne University of Applied Sciences and Arts). She explains that HSLU is composed of six schools, with the oldest one having been founded 150 years ago. The business school, with a history of 50 years, is the largest institution in Central Switzerland and one of the eight public universities in the country. Ms. Böckelmann proceeds to share some key facts and figures about the institution, including a total student count of 2,824, 165 ongoing research projects, and 368 employees. She emphasizes that HSLU is accredited by AACSB, placing it among the top 6% of business schools worldwide with this prestigious accreditation.

- Moving on to HSLU’s education offerings, Ms. Böckelmann highlights the various Bachelor degree programs available, such as BSc in Business Administration, BSc in Business Psychology, BSc in Mobility, Data Science and Economics, BSc in International Business Administration, and the BSc in International Sustainable Tourism, which is developed in collaboration with the UNWTO. She mentions that the Business School comprises different institutes, one of them being the Centre of Tourism Expertise: Institute of Tourism and Mobility, which manages key competencies in areas like Destination Management, Sustainability, Health Tourism, and Hospitality Management.

- Ms. Böckelmann emphasizes the significance of the partnership between HSLU and the UNWTO, as they collaborate for the first-ever UNWTO-partnered study program. The collaboration leverages the extensive networks of both partners and provides graduates with a reputable Swiss degree. The program’s objective is to contribute to the achievement of the United Nations’ 17 Sustainable Development Goals, and graduates will develop competencies in four areas:
  - factual knowledge relevant to the tourism ecosystem and sustainability,
  - applied reflection for problem-solving and assessment,
  - communication skills for effective intercultural communication in a multi-stakeholder environment,
  - social behavior to foster social and self-competence.

- The speaker explains that the program is divided into six subject areas, providing comprehensive preparation for the tourism industry beyond just hospitality management. The study content has been developed in collaboration with industry leaders such as Qatar Tourism, Meliá Hotels, Palladium hotel group, Radisson Hotels, IATA, and SBB. Ms. Böckelmann also discusses the future possibilities of the program, highlighting its international orientation, worldwide internships, and the flexibility it offers. She mentions that the first two semesters will be hosted at the Madrid campus, followed by online learning for the third and fourth semesters, and finally, the fifth and sixth semesters will take place at the HSLU campus in Switzerland. This structure ensures a truly international and adaptable learning experience. Ms. Böckelmann underscores the benefits of studying in Madrid and Lucerne and explains the 15-week worldwide internship, where students will work in a tourism-related organization with the support of an HSLU coach. She concludes her presentation by expressing gratitude to the members for their attention.

- Mr. Jose Diaz opens the floor for a general discussion.

- Ms. Marcela Mansilla, Head of Human Capital, Ministry of Economy, Promotion and Tourism, Chile informs the government of Chile is very focused on human capital development initiatives and remains available to continue advancing on the reinforcement of the tourism ecosystem.

- Ms. Ana Paula Pais praises projects involving different countries, bringing another perspective. The bachelor’s in science in International Sustainable
Tourism in collaboration with the Lucerne University of Applied Sciences and Arts (HSLU) model could be inspiring for other High School institutions and universities, promoting the mobility of students.

- Mr. Adnane Afquir, Director ISITT, Kingdom of Morocco, will be sending the documentation to the universities and institutions they are collaborating with. He also informs they have study cases, and the best practices are extremely important to identify different needs.

- Ms. Megan EplerWood, the Managing Director of Cornell STAMP, emphasizes Cornell's dedication to the development of self-paced online courses and downloadable educational resources for sustainable destination management on a global scale. Recognizing the power of online education, Ms. EplerWood highlights its effectiveness in reaching students, professors, and professionals in the hospitality field. With the collaboration of the UNWTO, Cornell aims to disseminate these materials widely.

- Ms. EplerWood announces that Cornell STAMP, supported by funding from GIZ and coordinated by the Travel Foundation, has successfully completed its first self-paced online course titled "Sustainable Tourism Destination Management," comprising 40 hours of content. In order to ensure broad accessibility, 1000 scholarships were funded specifically for emerging economies, and the first round of applications has already been concluded. Ms. EplerWood excitingly reveals that additional rounds of scholarships will be made available for professionals and students who meet the necessary qualifications. She expresses her gratitude for the unwavering commitment of the UNWTO and the Members of the committee to this initiative.

- Mr. Jose Diaz praises the efforts of the different institutions to the accessibility and contribution for the most vulnerable countries and finalizes the open discussions as no additional Member wishes to make any other statement or discussion. Mr. Diaz thanks the Members for participating in the session and all the presentations delivered and proceeds to formally close the 5th Session of the Technical Committee on Tourism Online Education within the 118th Session of the UNWTO Executive Council.
### Annex III: Use of the logo and emblem of the Organization

#### 2022

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<th>ACTIVITY</th>
<th>DATES OF USE</th>
<th>TYPE OF LOGO</th>
</tr>
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<tbody>
<tr>
<td>Facebook Inc</td>
<td>Non-member</td>
<td>Publication: IG Back to Tourism Guide - UNWTO foreword</td>
<td>Jan-2022</td>
<td>Standard</td>
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<tr>
<td>Hostelling International</td>
<td>UNWTO Affiliate Member</td>
<td>Prize for the winning Teams of the 2021 Global UNWTO Students’ League</td>
<td>Jan-2022 – Dec. 2023</td>
<td>Students’ league</td>
</tr>
<tr>
<td>Casa Arabe</td>
<td>Not a member UNWTO Member</td>
<td>Exhibition: Fables and Flags</td>
<td>22 Feb 2022 – 10 July 2022</td>
<td>With the Support of UNWTO</td>
</tr>
<tr>
<td>Iila -Italian-Latin American International OrganizationIila - Italian-Latin American International Organization</td>
<td>Not a Member</td>
<td>Training Programme</td>
<td>February 2022, 4 weeks, online training</td>
<td>With the Support of UNWTO</td>
</tr>
<tr>
<td>Escuela de Negocios y Desarrollo Internacional</td>
<td>UNWTO Affiliate Member</td>
<td>Publication and website (Administración Hotelera y Gastronómica, Tecnología en Gestión de Servicios para Aerolíneas y Tecnología en Guía Turística)</td>
<td>14 Jan 2022</td>
<td>UNWTO Affiliate Member</td>
</tr>
<tr>
<td>Campania Region, Municipality of Capaccio Paestum, Archaeological Park of Paestum, Leader srl</td>
<td>Not a UNWTO Member</td>
<td>Event: XXIV edition of the Mediterranean Exchange of Archaeological Tourism (BMTA)</td>
<td>March to 30 October 2022</td>
<td>With the Support of UNWTO</td>
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<tr>
<td>Global Understanding of Experiential and Sustainable Tourism</td>
<td>UNWTO Affiliate Member</td>
<td>Global Understanding of Experiential and Sustainable Tourism</td>
<td>15 Jan 2022</td>
<td>UNWTO Affiliate Member</td>
</tr>
<tr>
<td>Gipuzkoa Turismoa (Dirección De Turismo De La Diputación Foral De Gipuzkoa)</td>
<td>Not UNWTO member</td>
<td>Event: HAGKATHON GIPUZKOA TOURISMOA Technological Innovation and creativity</td>
<td>January 20 - February 20, 2022</td>
<td>With the participation of UNWTO</td>
</tr>
<tr>
<td>BASQUETOUR</td>
<td>UNWTO Affiliate Member</td>
<td>Website and email</td>
<td>3 Feb 2022</td>
<td>UNWTO Affiliate Member</td>
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<td>CONSORCI DE LA ZONA FRANCA DE BARCELONA</td>
<td>Not a UNWTO Member</td>
<td>Event: BWAW (Barcelona Woman Acceleration Week)</td>
<td>Feb – April 2022</td>
<td>With the participation of UNWTO</td>
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<tr>
<td>Fundació Mallorca Turisme</td>
<td>UNWTO Affiliate Member</td>
<td>Event: Cumbre de destinos sostenibles liderando la transformación</td>
<td>7.8 April – June 2022</td>
<td>In Collaboration With UNWTO</td>
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<tr>
<td>PROMPERU</td>
<td>UNWTO Member</td>
<td>“Primer Encuentro de Alcaldes de Pueblos Turísticos del Mundo del año 2021”</td>
<td>2-3 June 2022</td>
<td>Standard</td>
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<tr>
<td>KOTFA Co., Ltd.</td>
<td>Not a UNWTO Member</td>
<td>The World Tourism Industry Conference 2022</td>
<td>June 23 – 26, 2022</td>
<td>With the Participation of UNWTO</td>
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<tr>
<td>Tanzania authorities</td>
<td>UNWTO Full Member</td>
<td>Sixty-Fifth Meeting of the UNWTO Regional Commission for Africa</td>
<td>5 to 7 October 2022</td>
<td>UNWTO Full Member</td>
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<td>Event Name</td>
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<td>Type</td>
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<tr>
<td>Sustainable Tourism Awards</td>
<td>Skal International</td>
<td>UNWTO Affiliate Member</td>
<td>13-18 Oct, 2022</td>
<td>With participation of UNWTO</td>
</tr>
<tr>
<td>Conferences of Improvement of Sustainable Mobility</td>
<td>Duy Tan University</td>
<td>UNWTO Affiliate Member</td>
<td>Oct 2022</td>
<td>With the Participation of UNWTO</td>
</tr>
<tr>
<td>&quot;Conecta Fiction &amp; Entertainment 2022&quot;</td>
<td>Fundación Impulsa Castilla la Mancha</td>
<td>UNWTO Affiliate Member</td>
<td>21-24 de junio</td>
<td>With the Participation of UNWTO</td>
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<tr>
<td>15º Congreso Nacional de UNAUTO VTC</td>
<td>INAUTO VTC</td>
<td>UNWTO Affiliate Member</td>
<td>1 June – 8 Oct 2022</td>
<td>UNWTO Affiliate Member</td>
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<tr>
<td>Webinar &quot;Principios del Turismo Sostenible al 2030&quot;</td>
<td>FIASEET</td>
<td>Not a UNWTO Affiliate Member</td>
<td>May – 6 June 2022</td>
<td>With the participation of UNWTO</td>
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<tr>
<td>Global Fair Sustainable Tourism Congress</td>
<td>Seoul Tourism Organization (Korea)</td>
<td>UNWTO Member</td>
<td>24 June – 14 August 2022</td>
<td>With the participation of UNWTO</td>
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<tr>
<td>Plastic Clever Schools Teacher Toolkit</td>
<td>Kids Against Plastic</td>
<td>Not a member UNWTO</td>
<td>June – July 2022</td>
<td>Standard</td>
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<tr>
<td>nota de prensa sobre Día Mundial del Camping</td>
<td>Fédération Internationale de Camping, Caravanning et Autocaravaning F.I.C.C. AISBL</td>
<td>UNWTO Member</td>
<td>29 June 2022</td>
<td>UNWTO Affiliate Member</td>
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<tr>
<td>for promotional materials, website, newsletters</td>
<td>Tourism Industry Association Of Canada</td>
<td>UNWTO Member</td>
<td>13 June 2022 - today</td>
<td>UNWTO Affiliate Member</td>
</tr>
<tr>
<td>for promotional materials, website, newsletters</td>
<td>Athens Convention &amp; Visitors Bureau</td>
<td>UNWTO Member</td>
<td>13 June 2022 - today</td>
<td>UNWTO Affiliate Member</td>
</tr>
<tr>
<td>UNWTO and Amadeus Worldwide Hackathon on Sustainability</td>
<td>Amadeus</td>
<td>Not a member UNWTO</td>
<td>June – Oct 2022</td>
<td>With the participation of UNWTO</td>
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<tr>
<td>Tourism Workshop</td>
<td>FIA -FEDERATION INTERNATIONALE DE L’AUTOMOBILE (France)</td>
<td>UNWTO Member</td>
<td>29 June 2022</td>
<td>With the participation of UNWTO</td>
</tr>
<tr>
<td>Event + Publication 4th Africa Youth in Tourism Summit and Innovation Challenge + website + promotion</td>
<td>Africa Tourism Partners</td>
<td>UNWTO Member</td>
<td>26-29 July</td>
<td>In Collaboration With</td>
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<tr>
<td>Global Conference on Linking Tourism, Culture and Creative Industries</td>
<td>Nigeria</td>
<td>UNWTO Full Member</td>
<td>14-16 November 2022</td>
<td>Standard</td>
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<tr>
<td>Acelerando la Transformación del Turismo a través de la Tecnología y la Innovación</td>
<td>Innpulsa Colombia</td>
<td>Not a member UNWTO</td>
<td>21 – 27 July 2022</td>
<td>With the participation of UNWTO</td>
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<tr>
<td>Website and promotion</td>
<td>Istanbul Convention &amp; Visitors Bureau</td>
<td>UNWTO Member</td>
<td>21 July – today</td>
<td>UNWTO Affiliate Member</td>
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<tr>
<td>a CRIT Summer School themed &quot;Innovation and Technology in Tourism to Achieve SDGs</td>
<td>Taylor’s University</td>
<td>UNWTO Member</td>
<td>23-25 August 2022</td>
<td>With the participation of UNWTO</td>
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<td>Organization</td>
<td>Type</td>
<td>Event/Activity Description</td>
<td>Dates</td>
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<tr>
<td>Fundación ONCE</td>
<td>UNWTO Affiliate</td>
<td>Norma ISO 21902 “Turismo Accesible para todos”</td>
<td>Sept 2022</td>
<td>UNWTO</td>
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<tr>
<td>Africa Tourism Partner</td>
<td>UNWTO Affiliate</td>
<td>5th Africa Leadership Forum Awards</td>
<td>Agosto 2022 - Noviembre 2022</td>
<td>UNWTO</td>
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<tr>
<td>Instituto Detrital del Turismo de Bogotá</td>
<td>UNWTO Affiliate</td>
<td>Challenges for the Management of Smart Tourist Destinations in Ibero-America</td>
<td>Noviembre 29/30 2022</td>
<td>UNWTO</td>
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<tr>
<td>Euturía - Empresa Pública de Promoción del Turismo y la Artesanía de Castilla-La Mancha S.A.</td>
<td>Not a member UNWTO</td>
<td>Culinaria Castilla-La Mancha 2022</td>
<td>17 Oct 2022</td>
<td>UNWTO</td>
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<tr>
<td>CIFTT</td>
<td>Not a member UNWTO</td>
<td>CIFTT – International Committee of Tourism Film Festivals</td>
<td>Oct 2022 – Oct 2023</td>
<td>UNWTO</td>
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<tr>
<td>DIGITAL GEN S.L. (TRIVU)</td>
<td>Not a member UNWTO</td>
<td>SONDERSLAND</td>
<td>6, 7 and 8 October</td>
<td>UNWTO</td>
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<tr>
<td>Université Paris 1 Panthéon - Sorbonne</td>
<td>Not a member UNWTO</td>
<td>UNWTO Conférence La Sorbonne</td>
<td>Oct 2022</td>
<td>UNWTO</td>
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<tr>
<td>BYCEP</td>
<td>Not UNWTO Member</td>
<td>TOURISM HACKATHON NIGERIA</td>
<td>Nov 2022</td>
<td>UNWTO</td>
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<tr>
<td>Fundación Starlight</td>
<td>UNWTO Affiliate</td>
<td>International Starlight Meeting &amp; III Starlight Guides and Monitors</td>
<td>24-29 oct 2022</td>
<td>UNWTO</td>
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<tr>
<td>World Tourism Cities Federation (WTCF)</td>
<td>Not UNWTO Member</td>
<td>WTCF Changsha Fragrant Hills Tourism Summit 2022</td>
<td>November 2-4</td>
<td>In collaboration with UNWTO</td>
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<tr>
<td>Stefano Ricci</td>
<td>Ambassador</td>
<td>UNWTO Ambassador for Sustainable Tourism</td>
<td>Oct 2022 - today</td>
<td>UNWTO</td>
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<tr>
<td>Tenerife Tourism Corporation</td>
<td>UNWTO Affiliate</td>
<td>Event, publication, promotional videos of Tenerife destination</td>
<td>Nov. 2022 - today</td>
<td>UNWTO</td>
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<tr>
<td>Braztoa Sustainability Awards 2022/23</td>
<td>Not a member UNWTO</td>
<td>Braztoa Sustainability Awards 2022/23</td>
<td>Sept – Dec 2022</td>
<td>UNWTO</td>
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<tr>
<td>The World Travel &amp; Tourism Council (WTTC)</td>
<td>Not a member UNWTO</td>
<td>WTTC Nature Positive Travel and Tourism Vision for the sector to be a &quot;Guardian of Nature&quot;</td>
<td>Nov 2022</td>
<td>UNWTO</td>
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<td>SE1 Media Ltd. t/a Digital Tourism Think Tank</td>
<td>Not a member UNWTO</td>
<td>X-Festival 2022 organized by Digital Tourism Think Tank</td>
<td>26 october to 15 December 2022</td>
<td>In collaboration with UNWTO</td>
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<tr>
<td>Israel Ministry of Tourism</td>
<td>UNWTO Full Member</td>
<td>Global Tourism Innovation Forum</td>
<td>10 December until 28 February 2023</td>
<td>In collaboration with UNWTO</td>
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<tr>
<td>IGLTA</td>
<td>UNWTO Affiliate</td>
<td>Website and promotion</td>
<td>Dec 2022 - today</td>
<td>UNWTO</td>
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<td>Japan Tourism Agency</td>
<td>UNWTO Full Member</td>
<td>7th UNWTO World Forum on Gastronomy Tourism side event – The Case of Japan: Gastronomy Tourism x Sustainable Tourism x Culture</td>
<td>Dec 2022</td>
<td>In collaboration with UNWTO</td>
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<tr>
<td>Zaragoza Turismo</td>
<td>UNWTO Affiliate</td>
<td>Publication</td>
<td>18 Dec 2022</td>
<td>UNWTO</td>
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<tr>
<td>Fundación Starlight</td>
<td>UNWTO Affiliate Member</td>
<td>Event</td>
<td>18-20 octubre de 2023</td>
<td>with the participation of</td>
</tr>
<tr>
<td>Smart Tourism Hospitality Consulting</td>
<td>UNWTO Affiliate Member</td>
<td>For corporate presentations</td>
<td>In accordance with the authorization</td>
<td>AM logo</td>
</tr>
<tr>
<td>IPDT</td>
<td>UNWTO Affiliate Member</td>
<td>Affiliation disclosure in email signature and website</td>
<td>In accordance with the authorization</td>
<td>AM logo</td>
</tr>
<tr>
<td>Universidad Caribe</td>
<td>UNWTO Affiliate Member</td>
<td>Event</td>
<td>20-23 septiembre 2023</td>
<td>AM logo</td>
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<tr>
<td>NEST</td>
<td>Not a UNWTO Member</td>
<td>Publication (Printed and Electronic)</td>
<td>4 May 2023- 30 January 2024</td>
<td>With the support UNWTO</td>
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<tr>
<td>Acciona Cultura</td>
<td>Not a UNWTO Member</td>
<td>Event</td>
<td>10 mayo 2023 durante 2 horas</td>
<td>Standard Logo</td>
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<tr>
<td>HSLU</td>
<td>UNWTO Affiliate Member</td>
<td>Bachelor Programme (incl, prints, website, ads,info events ect.)</td>
<td>Starting en mayo 2023</td>
<td>Standard Logo</td>
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<tr>
<td>Universidad del Caribe</td>
<td>UNWTO Affiliate Member</td>
<td>Event</td>
<td>20-23 septiembre 2023</td>
<td>Standard AM</td>
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<tr>
<td>TACI</td>
<td>UNWTO Affiliate Member</td>
<td>Event; Publication; Other (letterhead, Website)</td>
<td>Not limited</td>
<td>Standard AM</td>
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<tr>
<td>AMFORTH</td>
<td>UNWTO Affiliate Member</td>
<td>Other (website)</td>
<td>In accordance with the authorization</td>
<td>Standard AM</td>
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<tr>
<td>University of Rijeka</td>
<td>UNWTO Affiliate Member</td>
<td>Event</td>
<td>25-27 mayo 2023</td>
<td>Standard AM</td>
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<tr>
<td>CETT Barcelona</td>
<td>UNWTO Affiliate Member</td>
<td>Event</td>
<td>13 septiembre 2023 durante 1 año</td>
<td>Standard AM</td>
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<tr>
<td>ZAMBIA INSTITUTE OF TOURISM &amp; HOSPITALITY STUDIES</td>
<td>UNWTO Full or Associate Member</td>
<td>Event</td>
<td>22-24 mayo 2023</td>
<td>With the participation of UNWTO</td>
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<tr>
<td>CORPORACION MUNICIPAL DE TURISMO DE VICUÑA CHILE</td>
<td>UNWTO Affiliate Member</td>
<td>Event</td>
<td>6-9 septiembre 2023</td>
<td>With the participation of UNWTO</td>
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<tr>
<td>Mastercard</td>
<td>UNWTO Affiliate Member</td>
<td>Publication (printed and electronic)</td>
<td>31 enero 2024</td>
<td>In collaboration with UNWTO</td>
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<tr>
<td>Subsecretaría Turismo de Chile</td>
<td>UNWTO Member</td>
<td>Promotional material for an event</td>
<td>21,22,23 August 2023 for 2 months</td>
<td>With the participation of UNWTO</td>
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<td>Bedouin Limited (Hack for Tomorrow)</td>
<td>Not a UNWTO Member</td>
<td>Event: Tourism Hackathon Nigeria 2.0</td>
<td>6-8 September 2023 at Eko Hotel &amp; Suites Convention Centre in Lagos, Nigeria</td>
<td>With the participation of UNWTO</td>
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<tr>
<td>Georgian National Tourism Administration</td>
<td>UNWTO Full or Associate Member</td>
<td>Event</td>
<td>21 August to 4 September</td>
<td>With the participation of UNWTO</td>
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<tr>
<td>Organization</td>
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<td>Skal</td>
<td>UNWTO Affiliate Member</td>
<td>Skal World Congress 2023 &amp; Sustainable Tourism Awards</td>
<td>1 to 5 November 2023</td>
<td>UNWTO Affiliate Member</td>
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<tr>
<td>European Boating Industry</td>
<td>UNWTO Affiliate Member</td>
<td>Promotional material</td>
<td>Permanent while the firm is AM</td>
<td>UNWTO Affiliate Member</td>
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<tr>
<td>Seoul Tourism Organization</td>
<td>UNWTO Affiliate Member</td>
<td>Promotional material of the event: 2023 Seoul Sustainable Tourism Conference</td>
<td>From 16 to 30 November 2023</td>
<td>With the participation of UNWTO</td>
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<tr>
<td>FAEVYT</td>
<td>UNWTO Affiliate Member</td>
<td>FIT (Feria Internacional de Turismo de América Latina)</td>
<td>From 30 September to 3 October 2023</td>
<td>With the participation of UNWTO</td>
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<tr>
<td>FAEVYT</td>
<td>UNWTO Affiliate Member</td>
<td>Promotional Material</td>
<td>Permanent while the firm is AM</td>
<td>UNWTO Affiliate Member</td>
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<td>TDM 2000 ODV</td>
<td>Not a UNWTO Member</td>
<td>Promotional material of the event: International Summer Week 2023</td>
<td>From 6 to 13 August</td>
<td>With the participation of UNWTO</td>
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<tr>
<td>Tourism Promotion Organization for Asia Pacific Cities (TPO)</td>
<td>UNWTO Affiliate Member</td>
<td>Promotional Material of the Organization</td>
<td>Permanent while the firm is AM</td>
<td>UNWTO Affiliate Member</td>
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<tr>
<td>Armenia</td>
<td>UNWTO Full or Associate Member</td>
<td>Promotional Material of the World Tourism Investment Forum</td>
<td>From 6 to 8 September</td>
<td>In collaboration with UNWTO</td>
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<tr>
<td>Mauritius Ministry of Tourism</td>
<td>UNWTO Full or Associate Member</td>
<td>Promotional Material of the 66th session of the UNWTO Commission for Africa</td>
<td>From 1 to 28 July</td>
<td>UNWTO</td>
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<tr>
<td>Aire Libre</td>
<td>Not a UNWTO Member</td>
<td>Promotional material for the event: Corre por los ODS</td>
<td>Event: From 24 September to 1 October 2023 Use: One year</td>
<td>With the support of UNWTO</td>
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<tr>
<td>Ministry of Tourism and Creative Economy of Indonesia</td>
<td>UNWTO Full or Associate Member</td>
<td>Promotional material for International Tourism Investment Forum 2023</td>
<td>Three months from May to July Dates of the event: 26 and 27 July 2023</td>
<td>In collaboration with UNWTO</td>
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